

July 18, 2006 CPC



STAFF'S
REQUEST ANALYSIS
AND
RECOMMENDATION

06SN0308

Lucas Properties, LLC

Dale Magisterial District
West line of Iron Bridge Road

REQUEST: Conditional Use to permit a computer-controlled, variable message electronic sign.

PROPOSED LAND USE:

A computer-controlled, variable message, electronic sign, incorporated into a freestanding sign, is planned.

RECOMMENDATION

Recommend approval for the following reason:

The proposed computer-controlled, variable message, electronic sign, with the recommended condition, conforms to the Zoning Ordinance and adopted policy for such signs.

(NOTE: CONDITIONS MAY BE IMPOSED OR THE PROPERTY OWNER(S) MAY PROFFER CONDITIONS.)

CONDITION

In addition to Ordinance requirements, any computer-controlled, variable message, electronic sign shall conform to the following standards:

- a. Copy shall be limited to a maximum of two (2) lines which shall not move, but may fade;
- b. The copy display color shall either be white or yellow;

- c. The message or display shall be programmed or sequenced to change no more than once every ten (10) seconds;
- d. Flashing and traveling messages shall be prohibited; and
- e. Bijou lighting effects shall be prohibited. (P)

GENERAL INFORMATION

Location:

West line of Iron Bridge Road, across from Ironbridge Parkway. Tax ID 773-655-4643.

Existing Zoning:

C-5

Size:

25.2 acres

Existing Land Use:

Vacant

Adjacent Zoning and Land Use:

North - R-7, R-7 with Conditional Use Planned Development and C-3; Commercial
South - C-5 with Conditional Use Planned Development; Commercial
East - C-2 with Conditional Use Planned Development; Vacant
West - A with Conditional Use; Commercial

UTILITIES

Public Water and Wastewater Systems:

The existing commercial structure on the request site is connected to the public water and wastewater systems. While installation of the proposed sign will not impact the required use of the public water and wastewater systems, the applicant is cautioned that the proposed sign must not be placed so as to conflict with the existing water and wastewater lines, or their easements, on this site.

ENVIRONMENTAL AND PUBLIC FACILITIES

This amendment will have no impact on these facilities.

LAND USE

Comprehensive Plan:

Lies within the boundaries of the Central Area Plan which suggests the property is appropriate for general industrial use.

Area Development Trends:

The area is characterized by a mixture of commercial uses and vacant properties. The Plan anticipates this area developing for industrial uses.

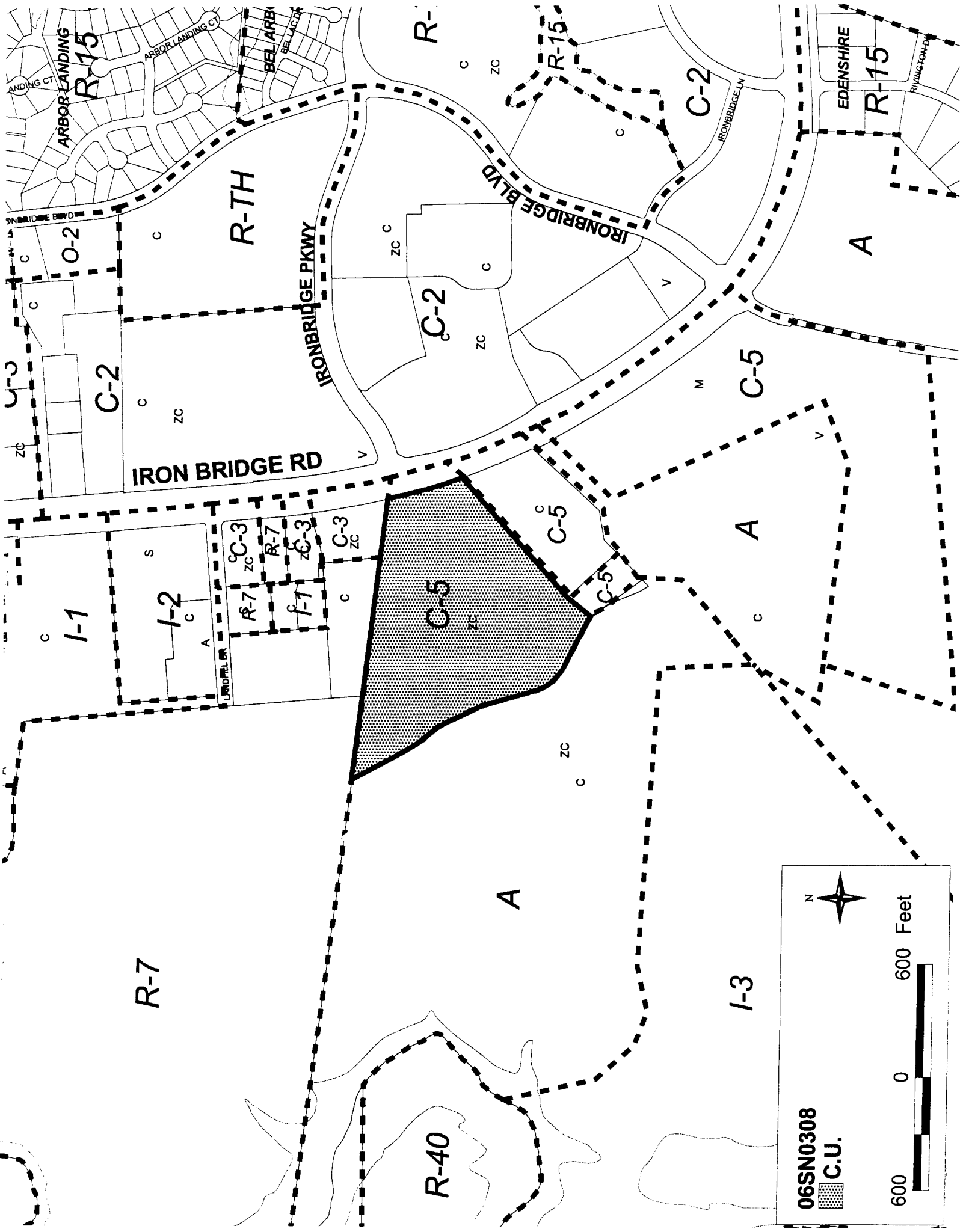
Sign Design:

The applicant plans to incorporate a computer-controlled, variable message electronic sign into a proposed freestanding sign. The proposed sign and computer-controlled, variable message electronic sign would comply with the requirements of the Zoning Ordinance and the adopted policy regarding such signs, with imposition of the recommended condition. The current Ordinance would allow a freestanding sign 62.5 square feet in area (including changeable copy) at a height of fifteen (15) feet.

CONCLUSION

The proposed computer-controlled, variable message, electronic sign, with the recommended condition, conforms to the Zoning Ordinance and adopted policy for such signs.

Given these considerations, approval of this request is recommended.



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